



Task description	Completed
Record a professional greeting on your voicemail.	
Create a professional email address and email signature.	
Write a targeted career commercial that tells an employer (or network contact) exactly what you can do for the employer — not what the employer can do for you.	
Build your networking contact lists: professional, personal and acquaintance.	
Create (or update) your LinkedIn profile. Add as much detail as possible to show up in employers' searches on the website.	
Know yourself. Take assessments to align your job search with what you know how to do and what you are capable of doing	
Research. Gain an understanding of your local labor market.	
Get organized. Keep track of your appointments, weekly goals, job-search log and more.	
List your accomplishments. List what you've done for previous employers to enhance their business, profits, processes and more.	
Create, organize and update your professional portfolio of work. Include evaluations, certifications, licenses, degrees, work samples and other items that will show the employer proof of what you can do.	
Find one or more job fairs that you can attend to expand your networking contacts	
Additional task(s):	

**Employer name**

Company website:

**Where does the company post its jobs?**

Hint: company website, other job-search website, etc.

**Contact person, title, and how to reach him or her.**

Hint: Contact's email, phone, Twitter name, etc.

**What does the company make, sell, provide, etc.?**

Hint: Know what the company does. Are you a good fit for the environment?

**How many people does the company employ?**

Hint: The size of the organization will help you understand why it may hire for only one job at a time (small) or hundreds (large).

**Are the company's mission, values and environment a match for your needs?**

Hint: If you don't agree with the company's mission or values, why would you want to work there?

**Jobs at the organization match my knowledge, skills and abilities.**

Hint: If there is not a match, how can you gain skills to be a better fit for future job listings?

**Is the company experiencing profit growth?**

Hint: Do your research. Find out if the company is making money or might be in financial trouble.

**What benefits are there for working with this company?**

Hint: What perks does this employer offer? Education assistance? Bonuses?



# Job-search strategies

# Qualifications T-chart

Title of job:

Company name:

Posting location (website, etc.):

Last day to apply:

Employer requirements	My qualifications



Website name	URL (address)	Reason(s) to use this website	Login name	Password	Notes



1. What social-media tool would I like to try?

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2. How do I want to use this social-media tool?

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3. What do I expect to gain by using this social-media tool?

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4. How will I find and interact with targeted employers?

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5. Can I use this account at least once a week? How will I update my profile to encourage more views?

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6. Do I have a professional image to upload for my icon? If not, what other picture can I use that is professional and appropriate?

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7. What professional screen name will I use?

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8. What is my plan to get noticed by employers using this social-media tool?

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9. If I am considering a marketing strategy for my overall job-search image, how will I make a social-media tool consistent with my in-person presentation?

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<p><b>Contact 1</b></p> <p>Date of contact: ___/___/___</p> <p>Type of contact:  <input type="checkbox"/> Professional  <input type="checkbox"/> Personal  <input type="checkbox"/> Acquaintance</p>	<p>Full name _____</p> <p>Occupation _____</p> <p>Company _____</p> <p>Email address _____</p> <p>Mailing address _____</p> <p>Title _____</p> <p>Phone number(s) _____</p>
<p><b>Contact 2</b></p> <p>Date of contact: ___/___/___</p> <p>Type of contact:  <input type="checkbox"/> Professional  <input type="checkbox"/> Personal  <input type="checkbox"/> Acquaintance</p>	<p>Full name _____</p> <p>Occupation _____</p> <p>Company _____</p> <p>Email address _____</p> <p>Mailing address _____</p> <p>Title _____</p> <p>Phone number(s) _____</p>
<p><b>Contact 3</b></p> <p>Date of contact: ___/___/___</p> <p>Type of contact:  <input type="checkbox"/> Professional  <input type="checkbox"/> Personal  <input type="checkbox"/> Acquaintance</p>	<p>Full name _____</p> <p>Occupation _____</p> <p>Company _____</p> <p>Email address _____</p> <p>Mailing address _____</p> <p>Title _____</p> <p>Phone number(s) _____</p>
<p><b>Contact 4</b></p> <p>Date of contact: ___/___/___</p> <p>Type of contact:  <input type="checkbox"/> Professional  <input type="checkbox"/> Personal  <input type="checkbox"/> Acquaintance</p>	<p>Full name _____</p> <p>Occupation _____</p> <p>Company _____</p> <p>Email address _____</p> <p>Mailing address _____</p> <p>Title _____</p> <p>Phone number(s) _____</p>



Create four questions that you would like to use in an informational interview and write them out in the space below.

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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\_\_\_\_\_



Employers prefer to fill a vacancy (highest to lowest)	Job seeker's preference for finding a vacancy (highest to lowest)
1. From within: promotion, temporary or voluntary help. The reason: I've already seen their work.	1. Sending a résumé, cover letter and/or application.
2. Using proof: unknown job seeker who proves he or she matches the skills needed.	2. Replying to an advertisement from a job board, company website or newspaper.
3. Networking: recommended by a trusted colleague or friend.	3. Using a staffing agency to get a foot in the door for an interview.
4. Staffing agency: You've already been screened and selected as a candidate by a trusted source.	4. Networking through professional, personal and acquaintance contacts to learn about job openings.
5. Placing an advertisement: online, in the paper, on the company's website, etc.	5. Developing a portfolio or work samples that show what you can do for the employer.
6. Screening résumés: last-ditch effort from unsolicited sources. Extremely time consuming.	6. Get hired at the company by first taking on the role of a temp, volunteer, contract worker or consultant.

*Is there a specific way that you will be changing your method of looking for work? Write out your thoughts below.*

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# Job-search strategies

## Activities timecard

Activity	Time spent	Notes to change strategy
Search job listings on job boards		
Talk with friends or relatives for support		
Fill out and send résumés, cover letters and applications		
Prepare for and complete interviews		
Research companies, career fields, specific jobs, contacts		
Create and update work samples for your portfolio		
Cold-call potential contacts or employers		
Attend professional association events		
Use the local WorkSource center for guidance or assistance		
Brainstorm with another job seeker or network contact to improve your search strategy		
Volunteer		
Ensure that a targeted company's job listings are a match with your qualifications		
Update social-media status, create a blog post, or find new companies to research/follow online		
Update résumés online via job-search boards to remain at the top of employers' search results		
Network, build relationships and follow up with past activities		
<b>TOTAL HOURS INVESTED EACH WEEK</b>		



**Week of:**

1. What activities (or tasks) did I complete this week that have enhanced my job search?

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2. What new contacts did I make this week that will help with my job-search strategy?

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3. What were the most valuable pieces of new information I gained that will improve my job search?

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4. What new resources (websites, blogs, career journals, etc.) did I discover this week that will boost my job search?

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5. What positions did I apply for (included date, job title, company and types of materials submitted)?

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6. What did I do for myself this week to keep my attitude positive and focused?  
What do I want to try next week?

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7. Is there anything I would change about my job search to improve my chances of securing an interview?

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8. What new steps or tasks do I need to complete next week to keep my job search on track?

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